

Executive Summary

- The proliferation of alternative news sources has led to a 14% increase in overall time spent on news consumption over the last eight years, with online (+50%), TV (+7%) and radio (+8%) growth offsetting the newspaper decline (-24%)⁽¹⁾
 - Americans spend 30 minutes daily on TV news vs. 9 minutes on internet news and 13 minutes on newspapers⁽¹⁾
 - Broadcast, while eroding 3% per year in monthly P2+ reach (177M in '02 to 146M in '09), still delivers much larger audiences in primetime than cable (146M versus 100M in 08/09 season)⁽²⁾
- Television's omnipresence in American homes makes broadcast a dependable medium for mass distribution of critical news and information on national and local levels
 - ABC Network News singlehandedly reaches 105M people and 22M online unique users per month⁽³⁾
 - ABC's 10 local TV stations reach ~23M TV HHs each month on local news broadcasts and ~9M people visit ABC's local news websites
 - The broadcast model has unparalleled resources to gather and deliver international, national and local news through its global network of news bureaus and local affiliate stations; resources are unmatched by citizen journalists
 - In 2009, ABC News dedicated ~3.8M labor hours to produce ~1,600 hours of news.
 - Additionally, ABC's 10 Local TV stations expended ~2.8M labor hours to produce ~18,200 hours of news content.
 - By way of example, between ABC News and ABC local television stations, we dedicated over 268 hours of coverage to Swine Flu
 Outbreak, marrying national news coverage with important information for local communities on the availability of vaccines, addressing
 school closures and local community resources.

⁽¹⁾ Source: Pew survey, August 08; estimated based on total time spent with the news "yesterday".

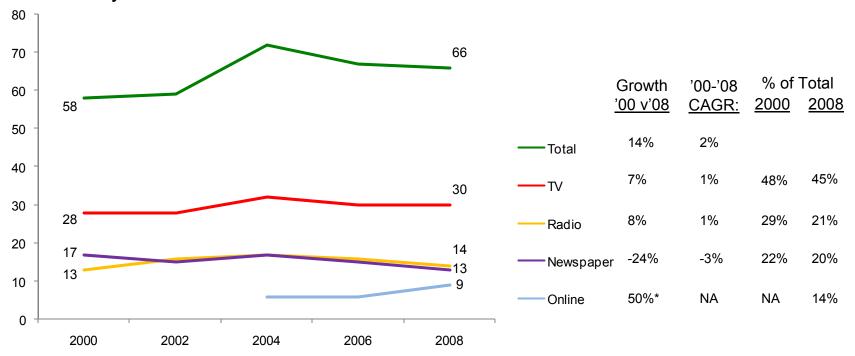
⁽²⁾ Source: Nielsen NPOWER. Live +7. 6 Min qualifier. 2001/02 through 2008/09 season; broadcast includes ABC, CBS, NBC, Fox; cable includes CNN, MSNBC, Fox News, Headline News, CNBC

⁽³⁾ Source: Nielsen (STD 9/2009-1/2010 P2+ monthly average). Avg. monthly audience reach for all ABC News programs; Online based on internal data from Omniture.

Time Spent on News Across Platforms

- Overall news consumption has increased slightly over the last eight years, with online, TV and radio growth offsetting newspaper decline
- Internet news consumption is on the rise, but TV is still the dominant source for news

Average No. of Minutes Spent on News A Day



Source: Pew survey, August 08. Averages are estimated based on total time spent with the news "yesterday", watching TV news, reading, newspapers, listening to news on the radio and getting news online.

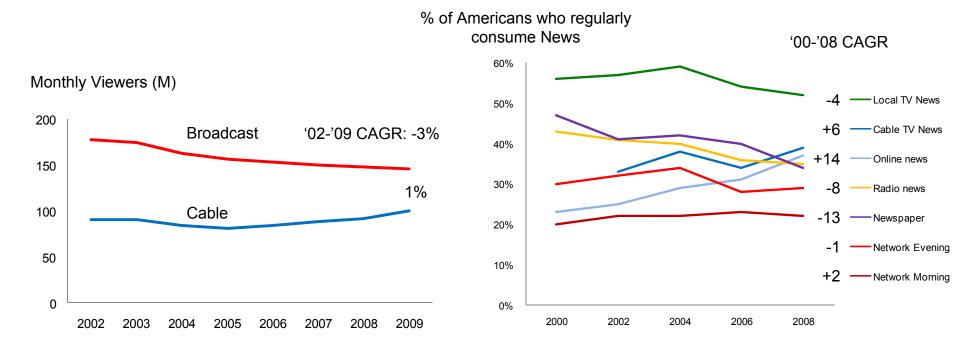
^{*}Difference based on '08 vs. '04 because online news added in '04.

TV News Audience Reach

- Broadcast still delivers much larger audiences in primetime than cable (146M versus 100M in 08/09 season)⁽¹⁾
- Local TV news continues to be the most watched news platform
- Radio and newspapers have seen the highest viewership declines as some consumers have shifted to online news

Overall TV News Audience Reach(2)

Pew Survey of "Regular" News Platform Usage (3)



⁽¹⁾ Nielsen NPOWER. Live +7. 6 Min qualifier. 2001/02 through 2008/09 season; broadcast includes ABC, CBS, NBC, Fox, and excludes local news; cable includes CNN, MSNBC, Fox News, Headline News, CNBC

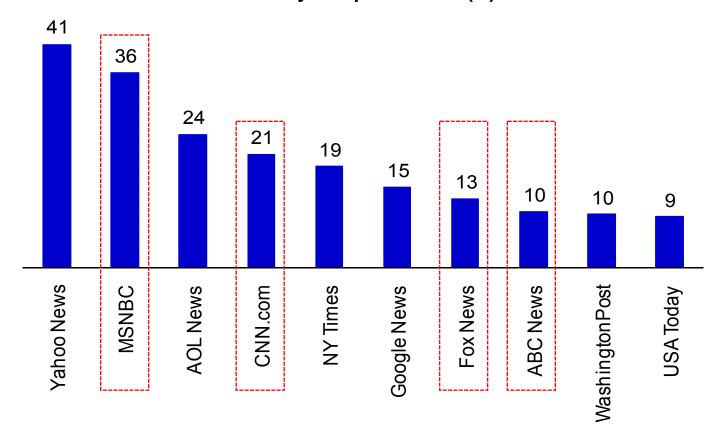
⁽²⁾ Source: Nielsen NPower, '01/'02 to '08/'09, average of sweep months, 6-min qualifier, L+7; P2+ viewers for all 6am-midnight weekday news programs, excluding specials; Cable includes CNN, MSNBC, Fox News, Headline News, CNBC.

⁽³⁾ Reflects % of Americans who listened to radio or read newspapers "yesterday", or regularly watched TV news or used online news three or more days a week; Source: Pew survey, August 08.

Top 10 News Sites in 2009

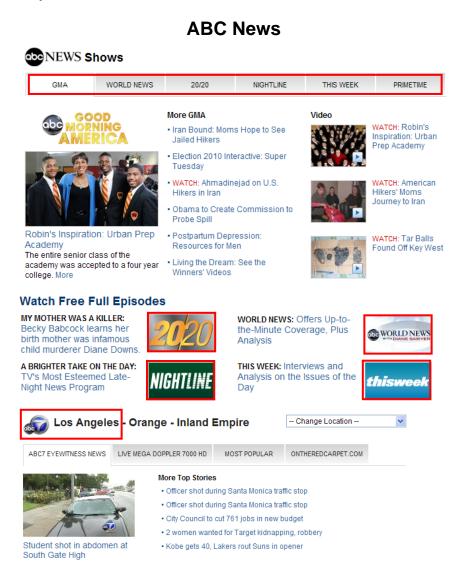
- Although web portals tend to be the most visited web sites, these aggregators heavily rely on external sources of news
 instead of producing their own news content
 - The majority of the news stories on aggregator sites Yahoo!, AOL and Google come from news syndicators such as Reuters and the Associated Press and newspapers such as Wall Street Journal and NY Times
- 4/10 top web sites are television news websites MSNBC, CNN, Fox News, ABC News

Monthly Unique Visitors (M)

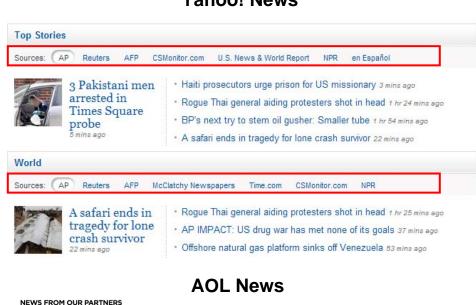


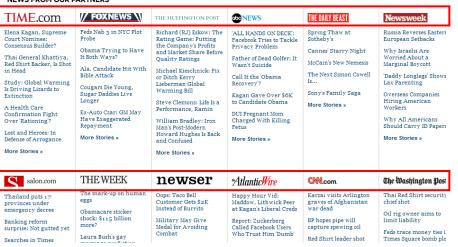
Internet News Sources

- While we use a combination of newswire content and original ABC News content on our ABCNews.com web site, a good portion of video-driven news content comes from our news programs¹
- o Internet news sites heavily rely on external sources of news, with the majority of news content coming from newspapers and news syndicators such as AP and Reuters²



Yahoo! News

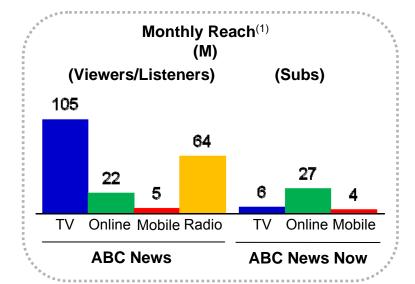


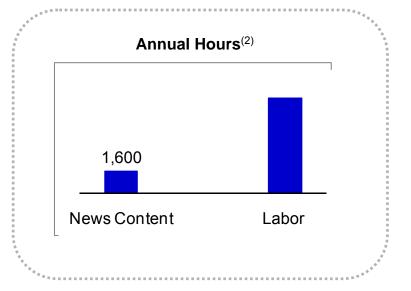


ABC Network News Overview

Business Overview

- Each month more Americans get their news from ABC Network News than from any other source across TV, online, mobile and radio
 - ABC News reaches 105M viewers on Television per month
 - ABCNews.com (24x7 breaking news coverage) reaches 22M unique viewers
 - ABC News reaches ~5M monthly unique mobile users (mobile WAP ~3.3M and mobile video ~1.6M)
 - Radio reaches ~63.9M listeners
 - ABC News Now (24/7 cable, mobile and broadband product) has 37M subscribers across all platforms
- ABC Network News produces and airs ~1,600 hours of news across all of its news programs
 - ABC Network News invests 3.8M labor hours supporting 10 domestic and 11 foreign presences
 - The news division also capitalized on its vast network of specialists and consultants to provide expert analysis on imminent public concerns such as terrorist threats and unemployment woes
- While we continue to invest in our newsgathering operations, we are also focused on reinventing our organization for the digital age
 - The use of more digital journalists and flexible production staff who shoot and edit their own material will enable us to cover more news topics and offer more story perspectives in real-time



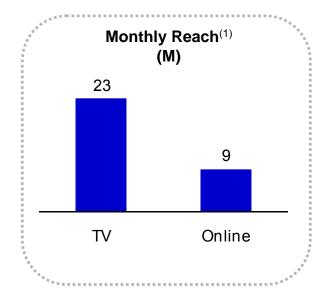


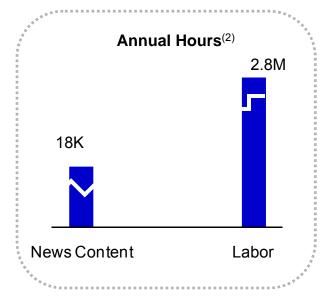
⁽¹⁾ Source: ABCN TV: Nielsen STD 9/2009-1/2010 P2+ monthly average audience reach for all ABC News programs; ABCN Online: Omniture internal estimate, '09 monthly average; ABCN Mobile: Nielsen NetView, ABCN WAP site Feb. '10, ABCN mobile video Q4 '09 monthly average; ABCN Radio: Arbitron Persons 12+ 09/10 monthly average; ABC News Now data as of Dec. '09 and provided by ABC News Now Finance. Note: includes duplication across platforms.

ABC Local News Overview

Business Overview

- •ABC owns 10 Local TV stations, 3 of which are in the top three markets NY, LA and Chicago
 - ABC's local owned TV stations reach ~23M U.S. TVHHs (~20%) each month and ~9M people visit ABC's local news websites
 - ABC's local owned TV stations produce and air ~18K hours of local news
 - ABC's local owned TV stations invest ~2.8M hours supporting newsgathering and investigation of key issues in the local community
- •ABC's local owned TV stations provide in-depth coverage of America's local communities
 - Live coverage of official, police and community response to health and safety issues
 - Emergency information from government agencies, spokespeople and experts on health and safety issues
 - Key local investigative reporting that exposes local vendor and consumer fraud, local government fraud and other forms of local injustice (e.g., employer, transportation, construction)





⁽¹⁾ Source: TV: Nielsen Nov. '09 monthly average for all 10 ABC O&O stations; Online: Omniture internal estimate as of Feb. '10. (2) Internal estimates provided by ABC O&O Stations.

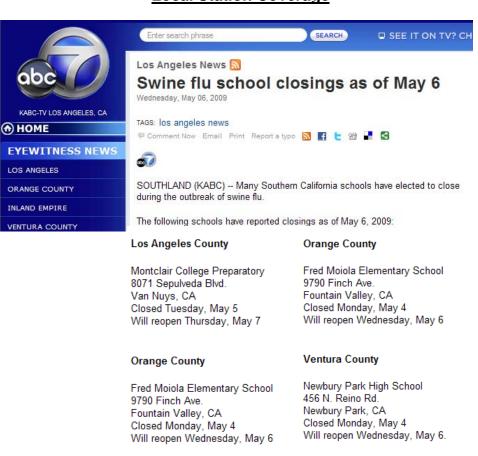
Case Study: Swine Flu

Event

- The Swine Flu epidemic that emerged in 2009 exemplifies a news story that has national and hyper-local appeal
- ABC devoted ~14 network hours, ~254 station hours, including coverage of school closures and vaccination centers, ~31,954 total labor hours, and tapped into over 740 doctors and government officials to cover the story over an 8-month period



Local Station Coverage



Case Study: President Obama Coverage

Event

- · We serve a public service in covering government and foreign affairs
- ABC News maintains constant coverage of the President of the United States
 - The network frequently interrupts regular programming to deliver the President's speeches and press conferences

2009 Obama Time			***	
	<u>DATE</u>	DAY	TIME	
FEB. 9 (News Conference)		MON	8-9P	
FEB. 24 (State of	of the Union)	TUES	9-10:30	
MAR. 24 (News	Conference)	TUES	8-9P	
APR. 29 (News Conference)		WED	8-9P	
JUL. 22 News Co	onference)	WED	8-9P	
SEPT 9 (Address	s To Congress)	WED	8-9P	
DEC.1 (Pres Add	dress to Nation)	TUES	8-8:30P	

Broadcast Delivered on Inauguration Day

- In 2009, ABC Network aired ~7 hours of uninterrupted coverage of President Obama's national addresses
- Broadcast proved to be a dependable platform, whereas millions of viewers who logged in online to watch live video streams of President Obama's Inauguration speech experienced connection difficulties caused by the large amount of online video streams







100 Days: Obama Provides Glimpse of His Perspective on the Presidency President Obama looks ahead to the next 100 days in his prime time news conference. Full Story | © 133 Comments | Related: • Specter Strengthens Democrats • Political Punch: Obama 'Pleased' But Not Satisfied' • Obama Tums Back Bush in First 100 Days

Obama and the Press



Obama's Second Primetime Presser: Mar. 29, 2009



First Primetime Press Conference: Feb. 9



The First 100 Days



Did Obama Fulfill His Campaign Promises? A look at campaign pledges the president has kept, and deferred.

Top 11 GOP Moments of First 100 Days



Michelle Obama at 100 Days Many Americans approve of a different kind of first lady.



A Look at President Obama By the Numbers Two oaths of office and 19 executive orders later, a look at Obama's presidency.

· Rising Hopes Greet Obama at 100 Days

Foreign & Domestic



Obama's Legacy Will Turn on Economic Results Economic crisis is Obama's greatest challenge, principal

- · Obama Stimulus Milestone in Mile-High City
- Obama Lobbies for TARP, Stimulus Plan

Case Study: Local Public Safety

• These are examples of critical community emergencies that could impact public safety and security, and the response and coverage from Eyewitness News

Event

WABC - New York

- •Snow Emergencies (February 10-13, 2010)
- •Continuous weather updates and forecasts from AMS meteorologists.
- •Live reports from communities and neighborhoods across the area on snow totals, drifting and dangerous road conditions.
- •Continuous updates on school closings and cancellations.
- •Live coverage of emergency announcements and advisories from the Mayor, Governors and emergency centers around the area.

Event

WDTV - Raleigh/Durham

- •On June 9, 2009, WTVD broadcast live continuous coverage when an explosion occurred at the ConAgra plant in Garner, Wake County killing four and injuring numerous others.
- •The station broadcast all press conferences from public officials and medical personnel throughout the duration of the event.
- •The station operates a news helicopter and numerous live trucks to provide instant coverage from news events.

Case Study: Local Investigative

These are examples of local investigative news coverage that directly impacts citizens of local communities

Event

WLS-TV - Chicago

- A surveillance investigation of a state mental hospital supervisor taking afternoon's off to go to the gym while billing taxpayers' overtime. Triggered investigation by the Illinois Inspector General and has resulted in the supervisor's suspension and resignation after 25-years on the job.
- •After reviewing the new state budget, the I-Team found that the IL General Assembly quietly set aside \$250 million dollars for office redecorating and other perks that were criticized by state watchdogs in view of a multi-billion dollar deficit. This move violated state budgeting statute according to Auditor General. Actions are underway to reform the process.

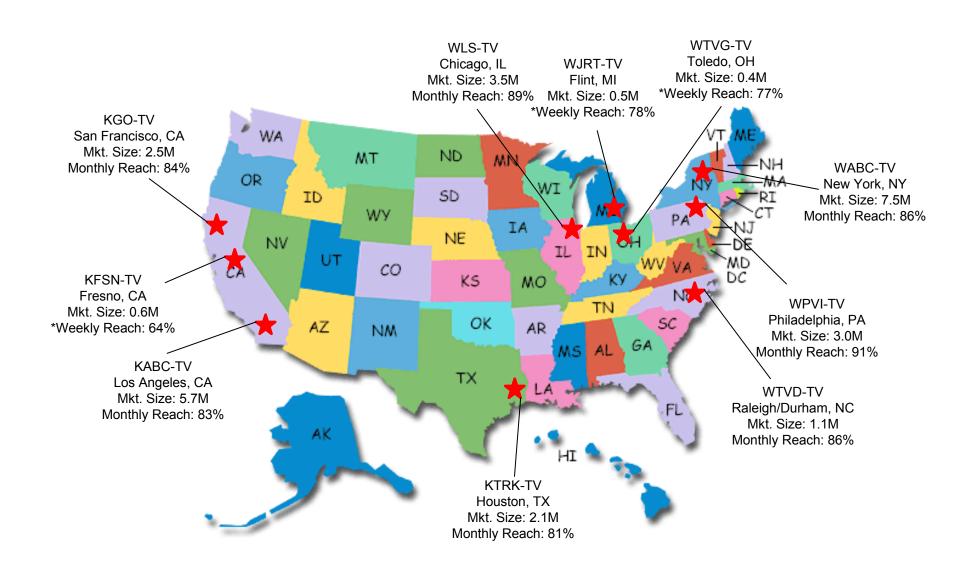
Event

WPVI - Philadelphia

- •Investigated an area electrical company that may be trying to scare customers into paying for services they don't need.
- •Investigated numerous cases of non compliance with Pennsylvania's Megan's Law. Found numerous sex offenders registered but living at unregistered addresses and one who had not even registered. PA acted on our findings, including registering the unregistered offender we found.



ABC Owned Stations Coverage



^{*} Average Month Reach is not available in diary-only markets. Source: Nielsen Nov. '09 VIP.

ABC Network News: Major Stories of 2009

Domestic

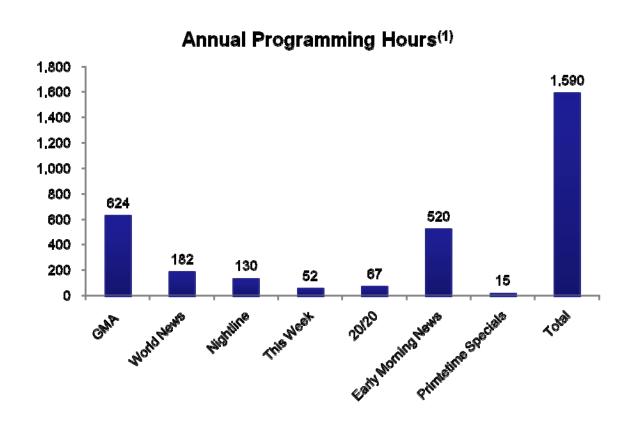
- 1. President Obama
 - Inauguration All day special coverage
 - Domestic and Overseas trips
 - Daily White House coverage
- 2. Michael Jackson's Death
 - Death, Funeral, Memorial Service, Death Investigation
 - Multiple Primetime Specials
- 3. Ted Kennedy's Death, Funeral, Memorial Service (including special coverage)
- 4. Ft. Hood Shooting (including extensive work by Investigative Unit)
- 5. California Fires
- 6. North Dakota Flooding
- 7. Economic Crises (including coverage and analysis by Business Unit)
- 8. New York Terrorism Plots/Raids (including extensive work by Investigative Unit)
- 9. Winter Weather ongoing coverage, transportation concerns
- 10. Swine Flu Outbreak (including analysis from Dr. Richard Besser, Dr. Tim Johnson, and the full Medical Unit our medical unit was in Haiti)

ABC Network News: Major Stories of 2009

Foreign

- 1. Iraq War Ongoing coverage and permanent staff presence in Baghdad
- 2. War in Afghanistan
 - Continuous correspondent/producer presence
 - · Special embeds and reports
- 3. Obama/Biden/Clinton Overseas trips, including G8 Summit, APEC, and Middle East
- 4. Israel Gaza conflict
- 5. North Korea Missile Launch
- 6. Somali Pirates
- 7. Samoa Earthquake
- 8. Iranian Elections

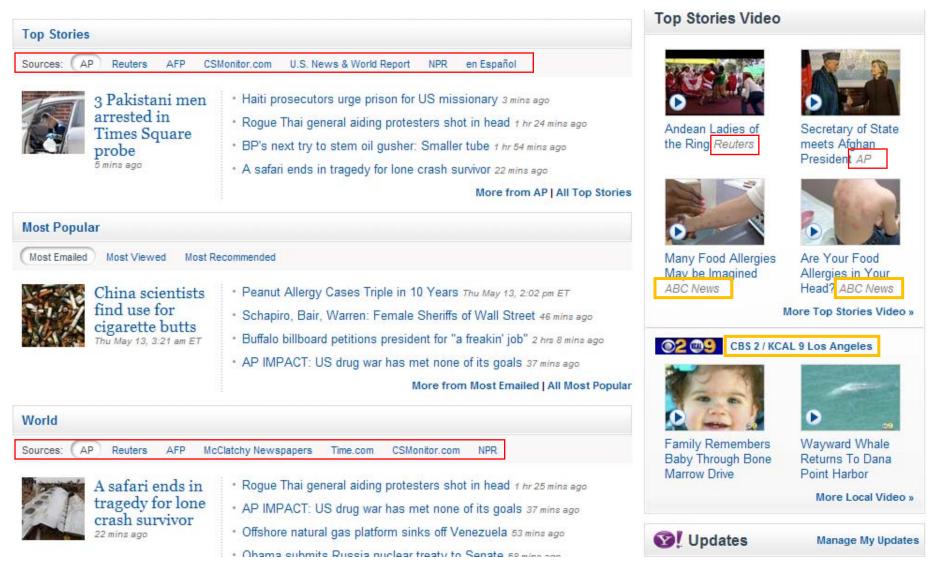
ABC Network News Programming Hours



Appendix: News Aggregators

Yahoo! News

News syndicators Associated Press and Reuters, and newspapers contribute the majority of news content to Yahoo!, however, television news sites provide a significant number of news video content, perhaps due to their resources and ability to supplement news stories with video content



AOL News

The majority of news content on AOL comes from the following sources: AOL News, news syndicators Associated Press and Reuters, and news content partners, including television websites, newspapers and news / political blogs

NEWS FROM OUR PARTNERS

TIME.com

Elena Kagan, Supreme Court Nominee: Consensus Builder?

Thai General Khattiya, Red Shirt Backer, Is Shot in Head

Study: Global Warming Is Driving Lizards to Extinction

A Health Care Confirmation Fight Over 'Rationing'?

Lost and Heroes: In Defense of Arrogance

More Stories »

// FOXNEWS \\

Feds Nab 3 in NYC Plot Probe

Obama Trying to Have It Both Ways?

Ala. Candidate Hit With Bible Attack

Cougars Die Young, Sugar Daddies Live Longer

Ex-Auto Czar: GM May Have Exaggerated Repayment

More Stories »

THE HUFFINGTON POST

Richard (RJ) Eskow: The Rating Game: Putting the Company's Profits and Market Share Before Ouality Ratings

Michael Kieschnick: Fix or Ditch Kerry Lieberman Global Warming Bill

Steve Clemons: Life Is a Performance, Ramin

William Bradley: Iron Man's Post-Modern Howard Hughes Is Back and Confused

More Stories »

OCONEWS

'ALL HANDS ON DECK': Facebook Tries to Tackle Privacy Problem

Father of Dead Golfer: It Wasn't Suicide

Call It the 'Obama Recovery'?

Kagan Gave Over \$6K to Candidate Obama

DUI Pregnant Mom Charged With Killing Fetus

More Stories »

THE DAILY BEAST

Spring Thaw at Sotheby's

Cannes' Starry Night

McCain's New Nemesis

The Next Simon Cowell Is...

Sony's Family Saga

More Stories »

Newsweek

Russia Reverses Easter European Setbacks

Why Israelis Are Worried About a Marginal Boycott

'Daddy Longlegs' Show: Lax Parenting

Overseas Companies Hiring American Workers

Why All Americans Should Carry ID Paper

More Stories »

salon.com

Thailand puts 17 provinces under emergency decree

Banking reform surprise: Not gutted yet

Searches in Times Square probe yield 3 arrests

Is it possible to dine out politely with kids?

0001 1 1 11

THE WEEK

The mark-up on human eggs

Obamacare sticker shock: \$115 billion more?

Laura Bush's gay marriage prediction

Will the Supreme Court really reflect America?

What's your opinion on U.K. leadership and the

newser

Oops: Taco Bell Customer Gets \$2K Instead of Burrito

Military May Give Medal for Avoiding Combat

Birthers Return to Obama's Social Security Number

Inventor of Fart-Proof Blanket Tells All

*AtlanticWire

Happy Hour Vid: Maddow, Lithwick Peer at Kagan's Liberal Creds

Report: Zuckerberg Called Facebook Users Who Trust Him 'Dumb'

World Cup Rosters Spark Speculation

Thursday's Top Tweets: Cougar Edition

CARTOON, Pologoo the

CM.com.

Karzai visits Arlington graves of Afghanistan war dead

BP hopes pipe will capture spewing oil

Red Shirt leader shot during interview

Source: Cash couriers target of raids

In Northeast, raids

The Washington Pos

Thai Red Shirt security chief shot

Oil rig owner aims to limit liability

Feds trace money ties i Times Square bomb pla

EPA to curb greenhous gases

Obama to critics: I told you so

Google News

The majority of the top news stories on Google come from news syndicators such as Associated Press and newspapers such as Wall Street Journal, The Guardian and NY Times

Top Stories Updated 8 minutes ag

3 Pakistani men arrested in Times Square probe

Houston Chronicle - Mark Pratt, Glen Johnson - 8 minutes ago

WATERTOWN, Mass. - Three Pakistani men who authorities say supplied funds to Times Square car-bomb suspect Faisal Shahzad were arrested Thursday in a series of raids across the Northeast as the FBI followed the money trail in the failed attack.



Plot Voice of America

AG: Apparent money tie in Times Square arrests The Associated Press Xinhua - AFP - Los Angeles Times - Washington Post - Wikipedia: 2010 Times Square car bombing attempt

all 2,125 news articles » Email this story



The Guardian - 2 hours ago

Marine scientists were scouring footage of oil and gas billowing out of a ruptured well on the ocean floor today to try to deliver the first reliable estimates of the crude gushing into the Gulf of Mexico.

■ Video: BP's 'Culture of Incompetence' CBS

Source: US Coast Guard estimates as of Tuesday Houston Chronicle Wall Street Journal - BusinessWeek - New York Times - The Associated Press

all 5,901 news articles »

Email this story



The Associated Press - Julie Pace - 1 hour ago



News

The Kansas City Royals have fired manager Trey Hillman and replaced him with Ned Yost.

34 minutes ago

Nvidia Posts 1Q Profit, Helped By Corporate Spending

Wall Street Journal - 23 minutes ago - all 65 articles »

SAP. Other Tech Firms Vie to Add Product Lines

Wall Street Journal - 1 hour ago - all 914 articles »

Robin Hood (2010)

New York Times - 1 hour ago - all 1,796 articles »

Previous coverage | Hillman: 'I'm as frustrated as I've ever been'

Kansas City Star - 36 minutes ago - all 172 articles »

Health Buzz: Walgreens Waits to Sell OTC Genetic Test

U.S. News & World Report - 1 hour ago - all 946 articles »

Nature, effort, luck keeping oil offshore

CNN - 4 hours ago

Libyan Airbus may have been attempting go-around The Associated Press - 3 hours ago - all 4,223 articles »

Senate Passes Measure for Credit-Rating Clearinghouse

Wall Street Journal - 1 hour ago - all 164 articles »

In The News



Globe and Mail



Google News (cont.)

Some local news is supplied by local television stations, but the majority of news content on Google comes from news syndicators, mainly Associated Press and Reuters, and newspapers such as LA Times and Wall Street Journal

World »

₹ X

Los Angeles, CA »

TX.

A safari ends in tragedy for lone crash survivor

The Associated Press Tarek El-Tablawy - 30 minutes ago TRIPOLI, Libya - The Dutch family - mom, dad and two young sons - were headed home from a dream safari in South Africa when their plane plunged to Earth in Libva.

H Video: Libvan Crash Boy Smiles at Relatives The Associated Press

Libya: Aircraft Crash Victims Not Yet Identified AllAfrica.com BBC News - Telegraph.co.uk - Sydney Morning Herald - BusinessWeek -

Wikipedia: Afriqiyah Airways Flight 771

coup

Missing SoCal Woman Found Safe 275 Mniles Away 🌣 CBS 2 33 minutes ago

GLENDALE. Calif. (AP) — Police say a Glendale woman whose disappearance sparked a massive search in the canyons northeast of Los Angeles has been found ...

Missing Glendale woman found alive in Merced abc7.com Missing Glendale woman found alive and well in Merced Los Angeles Times

UC Los Angeles - LA Weekly (blog) - Glendale News Press - LAist (blog) all 385 news articles » Email this story

White House: Biden Called UK's Deputy Prime Minister 5

Wall Street Journal Jared A. Favole - 27 minutes ago WASHINGTON (Dow Jones)--Vice President Joe Biden on Thursday called UK Deputy Prime Minister Nick Clegg to congratulate him on his new position and to discuss the

economic situation in Europe. ➡ Video: Cameron holds first coalition Cabinet meeting
➡ ITN NEWS. Britain's new coalition gov't meets for first time. The Associated Press New York Times - AFP - Christian Science Monitor - BBC News



Telegraph.co.uk

all 5.687 news articles » Email this story Ousted Kyrgyzstan leader supporters attempt

Reuters - Olga Dzyubenko, Michael Stott - 5 hours ago OSH/BISHKEK (Reuters) - Supporters of ousted Kyravz president Kurmanbek Bakiyev seized government buildings in three southern regions of the impoverished Central Asian state in a coup attempt, the interim government said on Thursday.

The Guardian

TVideo: Airport seized, riots loom as fight against Kyrgyz interim govt heats up You RT

Protesters in Kyrgyzstan Try for Control of South New York Times Wall Street Journal - The Associated Press - Voice of America - RIA Novosti

Retired professor gives \$50M to UCLA 🏗

San Jose Mercury News - 8 hours ago

AP LOS ANGELES—Retired UCLA professor and organ transplant expert Paul I. Terasaki has pledged \$50 million for a university life sciences building and to ...

Judge Blocks Teacher Lavoffs at 3 Inner-City Schools

KTLA 9 hours ago

A lawsuit claimed job cuts would deprive inner-city kids of their right to an education, LOS ANGELES -- A superior court judge has issued an injunction to ...

LA Unified barred from budgetary teacher layoffs at 3 schools Los Angeles Times

Judge stops layoffs at 3 LA schools 89.3 KPCC Contra Costa Times - Huffington Post (blog) all 200 news articles »

Email this story



MyFox Los Angeles

Still feeling burned 😭

Los Angeles Times - Mike Bresnahan - 1 hour ago

In 2007, the Lakers were trounced by the Suns, and tempers sizzled long afterward. A year earlier, Phoenix shocked the Lakers after LA had taken a 3-1 lead.

LAKERS NOTEBOOK: Bynum could see smaller role in Phoenix series San Bernardino Sun



Times